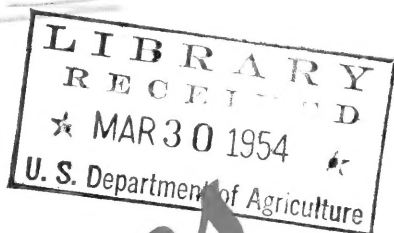


62.41 Ro
BROUGHTON'S

1954



Roses

A Good Selection Of The Best

★ ★ ★

The Leslie M. Broughton Co.



20131 JAMES COUZENS HIGHWAY

VE. 6-9069

DETROIT 35, MICHIGAN

● OR CALL LAKE ORION: MYRTLE 2-5403 ●

FOREWORD

Roses certainly hold a high place among flower lovers. In my opinion with good care they will produce more bloom and beauty during an entire season than any other variety of plants. The wide range of color available in these plants make them especially valuable.

Many new patented introductions are coming on the market every year and good many are really deserving the merit.

To be kept in good health at all times and under all weather conditions, roses definitely must be sprayed regularly. In the early part of the spring, roses are very susceptible to Aphids. These are easily taken care of with Back-Leaf-40, Parathion, and several other good contact insecticides. With the advent of warmer weather, roses must be kept free of Black Spot, a fungus disease that causes circular black spots to appear on rose leaves which kill the individual leaves, causing them to drop, and often defoliating the plant. This devitalizes the rose plant and continual Black Spot infection certainly is the cause of much of the winter losses usually blamed on other causes. This fungus, like all other fungus diseases, is especially active when there is more than usual humidity. Dusting sulphur is a good control as well as various cuprous formulas prepared for this control by various firms.

Chewing insects are numerous but easily controlled. Parathion or DDT. Rose Bugs, that appear in the spring are quite a pest for a short time, but a little persistent spraying will get rid of them.

At the advent of winter, before the ground freezes up the soil around the rose plants should be hilled up around the plants at least a foot and left this way until April, after covering with straw.

Roses are like all other plants; they will not produce good results unless they are cared for, but with a reasonable amount of care, they are without peer. Mulching in the summer time often brings good results. Bone meal, rotted cow manure, Driconure are all good fertilizers for roses.

All of our roses are sold in tar-paper pots, and can be planted even in mid-summer. Just dig a hole about the size of the pot; then lay the pot on its side and slit with a razor blade, remove the contents of the pot, place it in the hole and water liberally. If any sign of wilting appears, cover the plants with paper or something to keep the hot sun off and then water again heavily about sundown and usually by the next morning the rose has completely recovered.

We hope that you will follow directions, give the roses the care they need and enjoy your roses to the fullest extent.



PATENTED HYBRID TEA ROSES

BLANCHE MALLERIN. Patent No. 594. A relatively new white hybrid tea rose of unusual merit, which is undoubtedly one of the best pure white patented roses. \$2.25.

CAPISTRANO. Patent No. 922. A recently introduced lovely rose pink. \$2.50.

CHRYSLER IMPERIAL. Patent No. 1167. A 1953 introduction. Vivid rich crimson with blood red overtones, long tapering buds open into huge, double,

fragrant blooms. Heavy dark green disease resistant foliage. \$3.00.

DR. DEBAT. Another good pink that has not been on the market very long. Patent No. 961. \$2.25.

ECLIPSE. Plant Patent No. 172. Golden yellow. An entirely new type with "streamlined" buds which often exceed two inches in length, ornamental with narrow, branching sepal which contrast harmoniously with the gold of the petals. You can depend on "Eclipse" for almost continuous bloom on strong, upright plants with healthy, dark green foliage. \$1.95.

FIRST LOVE. This is a lovely silver pink. You will not be dissatisfied with this one. Pat. No. 921. \$2.50.

FORTY-NINER. Patent No. 792. Most brilliant bi-color ever produced, rich chrome yellow and vivid red. Fragrant. \$2.50.

FRED HOWARD. Patent No. 1006. A new one. Large double chrome-yellow flowers with orange and pink shadings. Long stems for cutting. Attractive foliage Strong grower. \$2.75.

HELEN TRAUBEL. Another new one. Patent No. 1028. Long well formed buds open to large warm pink flowers. Outer petals shade to a delicate shell pink. Most delicious fragrance. Delightful in bouquets. Strong grower. \$3.00.

KATHERINE T. MARSHALL. Patent No. 607. Flowers of warm glowing pink on magnificent hardy plants. Fruity fragrance. \$1.95.

LOWELL THOMAS. Patent No. 595. Large, vibrant, clear yellow flowers. Sturdy, upright plants. Slight tea fragrance. Excellent for cutting. \$2.25.

MIRANDY. Patent No. 632. Huge, fifty petaled, dark crimson flowers, with a rich fragrance. Strong grower. \$1.95.

MISSION BELLS. Patent No. 923. One of the best recently introduced salmon pinks. \$2.50.

~~~~~  
MOJAVE. This is a 1954 introduction. An orange blend. Everyone will be asking for this one. Patent Applied for.  
~~~~~

NEW YORKER. Plant Patent No. 823. The perfectly formed, highcentered blooms are scarlet with rose-red undertones and each petal is overlaid with a rich sheen of velvet. Plants bloom heavily in June on luxurious, vigorous, 3 ft. plants with a breath taking succession of flowers from then until cold weather. \$2.50 each.

PEACE. Patent No. 591. This has been consistently one of our best sellers. Yellow buds, flowers various shades of yellow with pink edges. Very large flowers. \$2.50.

SAN LUIS REY. Patent No. 861. A good deep yellow. A must in any rose garden. \$2.00.

SUN VALLEY ROSE. A new, beautiful deep yellow rose that you should not miss. Patent No. 1135. \$2.75.

SUTTER'S GOLD. Patent No. 885. Intensely fragrant blooms vary from orange-gold to yellow tinted pink, produced singly on long straight stems. Ideal for cutting. \$2.25.

TOM BRENEMAN. Patented No. 986. Beautiful coral red buds in the morning, unfold into splendidly formed flowers during the day. Delightful fragrance. one of the finest performers in our gardens the last two summers. \$2.25.

VOLCANO. Patent No. 951. Another good red. \$2.25.

NON-PATENTED FLORIBUNDAS

FLORADORA. An orange-red floribunda that has long been a favorite. \$1.75.

FRENSHAM. If you want a deep scarlet floribunda this is it. \$1.75.

ROSENELFE. Lovely rose pink. \$1.75.

PATENTED FLORIBUNDA ROSES

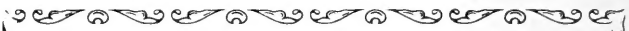

BETTY PRIOR. Plant Patent No. 340. One of the loveliest and most popular Floribundas. The flowers resemble pink dogwood blossoms in shape, size and color; shell pink on the inside, carmine-pink outside. The single blooms, arranged in large clusters, are continuously produced in quantity. \$1.75.

DONALD PRIOR. Patent No. 377. Immense clusters of sparkling red flowers. Very vigorous. Tall. \$1.75.

FASHION. Patent No. 789. The "luminous coral-pink, overlaid gold" color of this rose, truly creates a new "fashion" in rosedom. The blooms are large, with gracefully waved petals, and rich display of golden yellow stamens. A must. \$2.25.

GOLDILOCKS. A good deep yellow floribunda. Patent No. 672. \$1.75.

IRENE OF DENMARK. Patent No. 889. Beautiful white. \$2.50.


LILIBET. Another 1954 Introduction. A nice apple-blossom pink. Patent No. F. \$3.00.


MA PERKINS. P.A.F. AARS 1953. Lovely, red-touched, coral pink buds with yellow suffusions open to coral and shell pink blooms. Color is sparkling even in the mature soft shell-pink flowers. Sturdy compact plants well clothed with rich green foliage. Disease resistant, adaptable to many locations, such as foundation plantings, shrub borders and spectacular hedges. \$2.50.

PINOCCHIO. Plant Patent No. 484. Very thrifty grower producing many pointed buds of salmon flushed gold, opening to miniature roses. \$1.95.

RED PINOCCHIO. Patent No. 812. One of the finest new floribundas with rich velvety bloom produced in great profusion. \$1.95.

VOGUE. Patent No. 926. Hybrid tea shaped blooms of deep begonia rose suffused with coral. \$1.75.

NON-PATENTED POLYANTHUS ROSES

CAMEO. A combination of shell pink, salmon and Gold. \$1.75.

GOLDEN SALMON. The name describes it. \$1.75 each.

NON-PATENTED HYBRID TEA ROSES

AMI QUINARD. Tall, branching plants with medium sized semi-double flowers of deep velvety crimson. Strong long lasting fragrance. \$1.75.

CHRISTOPHER STONE. A good bright red. Such popularity must be deserved. \$1.75.

CONDESA de SASTAGO. Striking combination of yellow and raspberry-red. Delightfully fragrant. Excellent bushy growth. \$1.75.

COUNTESS VANDALL. The plants branch freely with long, pointed, orange copper buds. The flowers are large, double, high centered and have a rich fragrance. Their color is brilliant pink lightened with salmon. The blooms are borne on long stems. \$1.75.

CRIMSON GLORY. Plant Patent No. 105. Following the large urn shaped buds are the well formed flowers of an intense deep vivid crimson shaded oxblood red and mellowed by a soft velvety nap. \$1.95.

ETOILE DE HOLLAND. Brilliant red blooms of magnificent size, perfect in half opened state, showing clean, attractive centers when fully open, petals enormous, very fragrant. Free blooming. \$1.75.

JOANNA HILL. An old one that has held its popularity. Rich orange-yellow. \$1.75.

KAISERIN AUGUSTA VICTORIA. Soft pearly white, tinted with just enough lemon in the center to relieve the white; remarkably fragrant beautifully formed flowers on long, graceful stems; a strong, free, healthy grower. \$1.75.

MRS. E. P. THOM. An old-timer, but it still holds its own. Large well shaped, canary yellow. \$1.75.

MRS. PIERRE S. DUPONT. A good bright yellow. \$1.75.

PICTURE. One of the best of the pink roses in the non-patented class. \$1.75.

PINK DAWN. A beautiful new hybrid tea rose with glorious deep rose buds opening to lovely pink blooms tinted with orange at the base of the petals. Sweetly fragrant, truly double and of vigorous upright habit. \$1.75.

PRES. HERBERT HOOVER. Red and gold two-tone. A favorite for years. \$1.75.

PATENTED CLIMBING ROSES

ALOHA. Patent No. 948. (Retail \$2.50 each). The primary bud develops into a gorgeous five inch bloom, but the secondary buds do not open fully until the first flower has practically finished. Rich rose-pink with soft lilac silvery pink on inside of petals when open. Deeper tones when in tight buds.

DOUBLOONS. Patent No. 152. Rich gold. A very strong grower. \$2.25.

KING MIDAS. Patent No. 586. Golden yellow clusters of delicate roses. Probably the best yellow climber. \$2.25.

NON-PATENTED CLIMBING ROSES

BLAZE. This beautiful scarlet rose was one of the first climbing roses patented. The patent has now run out. It has inherited its brilliant red color from

Pauls Scarlet Climber and its everblooming tendencies from the famed Gruss an Teplitz. A vigorous grower. \$1.75.

CLIMBING AMERICAN BEAUTY. This well known climber has delightful, well formed boloms of rosy carmine. Splendid foliage. Very fragrant. \$1.75.

NEW DAWN. A delightful everblooming climber with big clusters of double apple blossom pink roses from early June until late fall. This was the first plant ever patented. \$1.75.

PAUL'S SCARLET. Vivid scarlet shaded crimson, intensified by the yellow stamens; flowers of good size, semi double, in clusters from three to fifteen. Brilliant scarlet, well retained. \$1.75.

SILVER MOON. Creamy buds; beautiful, semi-double, very large white flowers, often 3 or 4 inches across, a cluster of golden stamens in the center; mid-season; foliage rich, dark green. \$1.75.

HYBRID PERPETUAL ROSE

FRAU KARL DRUSCHKI. We are listing this hybrid perpetual rose because it is one of the finest white roses in existence. \$.75.

If we have your order before April first, and you will take delivery on roses bare root instead of potted, you may deduct the amount of 25 cents per each rose.

